

Katelyn Sample

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Adaptable and authentic leader who applies a blend of qualitative and quantitative analysis to deliver business results. Possesses exceptional professional etiquette and clear communication skills that build trust with teams and clients. Continual and enthusiastic learner who solves problems with a customer-centric approach. Quickly earns additional responsibility in each new position and enjoys facilitating others to explore to their full potential.

Professional Experience

Unique Brands, New York, NY

2019–present

Quantitative Marketing Analyst

Drive brand strategy across all marketing channels leveraged by women's lifestyle brand as first analyst to serve on sub-marketing team. Partner with Chief Marketing Officer to identify opportunities to reassess customer reach and apply to marketing strategy.

Major Wealth Associates, New York, NY

2016–2018

Client Services Business Associate

Provided client services to approximately 130 accounts in partnership with 3 senior relationship managers. Interfaced with external clients and members of internal departments company-wide in response to ad-hoc inquiries on a range of topics. Utilized Salesforce management tool to help drive meaningful decisions in client account management. Identified and assessed opportunities for process improvements to client servicing model and beta tested automation tools to improve efficiencies. Served as informal mentor to co-op participants.

Academic University, Elite School of Business, New York, NY

2015–2016

Peer Mentor

Nominated and selected for designation as result of strong co-op performance. Facilitated meetings with sophomore finance students to discuss interests and goals for first co-op assignment. Supported students in resume and interview preparations. Taught portions of curriculum, including professional conduct and use of co-op search resources.

Professional Co-ops

Selected for three, six-month professional development co-ops as part of curriculum in securing Business Administration degree at Academic University.

Private Wealth Management Co-op, Tri-Center Partners, New York, NY

Supported 9-person investment team managing approximately \$11B for high-net-worth individuals and families.

Global Relationship Group Co-op, Major Wealth Associates, New York, NY

First undergraduate accepted into historically MBA-level co-op. Organized, oversaw, and executed ProPel Program, a selective internal development program that includes seminars presented by Major Wealth executives.

Legal Co-op, Major Wealth Associates, New York, NY

Education, Awards, and Languages

B.S., Business Administration, Academic University, Elite School of Business, New York, NY, 2016

Concentration: Finance Minor: Law and Public Policy

Excellence in Cooperative Education Award, 2016

Advanced proficiency in Spanish (speaking, writing, and reading)

Additional Leadership & Community Involvement

Volunteer, Boys and Girls Club of Greater New York City, 2014-2015

Tutor, Academic University Student-Athlete Support Services Tutoring Program, 2015